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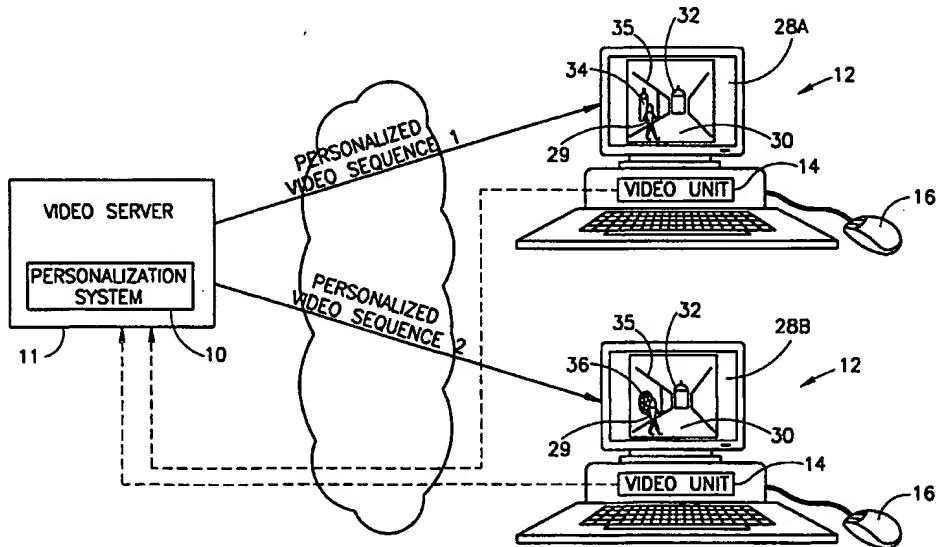


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(54) Title: METHOD AND SYSTEM FOR PERSONALIZING IMAGES INSERTED INTO A VIDEO STREAM



(57) Abstract

A method and system for personalizing images inserted into a video stream, provided by a video service (11) to each of its clients (12) according to a priori individual knowledge of its clients. The present invention generates a user profile (10) from video sequences selected by the user from a video server (11) having a plurality of video sequences stored therein. The selected video sequence is personalized according to the user profile, for transmission to the user (12).